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POSTAL REGULATORY
COMMISSION
OFFICE OF THE SECRETARY

January 21, 2020

Postal Regulatory Commission
Docket #RM2017-3
901 New York Avenue NW, Suite 200
Washington, DC 20268-0001

Dear Commissioners:

On behalf of the House of Ruth and the more than 1,000 women and children survivors of homelessness and domestic violence in Washington, D.C. that we serve each year, I am writing to urge you to reconsider your proposal to increase postage rates several times the rate of inflation. These increases – which are estimated to reach seven percent per year - will have a negative impact on House of Ruth's ability to carry out our mission.

Since the launch of the House of Ruth direct mail campaign 20 years ago, direct mail has been a crucial component of House of Ruth's work. Today, direct mail generates more than twenty-five percent of House of Ruth's income from public donations and remains the single largest source of donation income to the charity. Last year, House of Ruth spent more than \$69,000 on outgoing postage (primarily at nonprofit rates) and generated more than \$15,000 in first-class return postage. Fulfilling our mission is critically dependent on our ability to operate and develop resources efficiently and in a cost-effective way.

House of Ruth is not able to increase our budget to keep pace with postage increases totaling 40 percent over the next five years. Any expense, such as postage, that exceeds our means will result in necessary reductions in our use of mail. Such a reduction will lead to less revenue, limiting our reach and reducing the amount our organization can spend helping women and children in need in Washington, D.C.

The House of Ruth urges the Postal Regulatory Commission to reconsider its proposal.

Best,

Elizabeth Kiker
Development Director

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